

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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GROUP 3600

IMB Docket No. 1001-0664

NCR Reference No.: 8843

Application of: John C. Goodwin III

Group Art Unit: 3622

Serial No. 09/726,820

Examiner: Y. Retta

Filing Date: November 30, 2000

For: System and Method for Directing Customers to  
Product Locations Within a Store

I hereby certify that this correspondence is being deposited with the  
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NOTICE OF APPEAL FROM THE PRIMARY EXAMINER TO THE  
BOARD OF PATENT APPEALS AND INTERFERENCES

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

07/09/2004 AWDNDAF1 00000074 09726820

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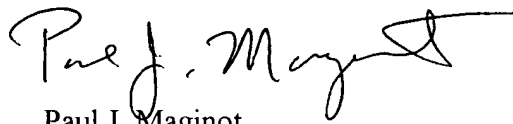
Sir:

Applicant hereby appeals to the Board of Patent Appeals and Interferences from  
the decision set forth in the Official Action mailed March 30, 2004, in which the Examiner  
finally rejected claims 1-25.

A check for \$330.00 is enclosed for the filing fee of a Notice of Appeal as required by 37 CFR § 1.17. Also, please provide any extension of time which may be necessary and charge any fees which may be due to Deposit Account No. 13-0014, but not to include any payment of issue fees.

Respectfully submitted,

MAGINOT, MOORE & BECK LLP

A handwritten signature in black ink, appearing to read "Paul J. Maginot", with a stylized flourish at the end.

Paul J. Maginot  
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June 30, 2004  
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